

An aerial photograph of a city street intersection. The street runs horizontally across the middle. To the left of the street is a large parking lot filled with cars. To the right of the street are several commercial buildings, some with flat roofs and others with gabled roofs. There are also some trees and smaller residential-style buildings in the lower right. The overall scene is a mix of urban development and greenery.

South Avenue Redevelopment Plan

Prepared by

Topology

For

Westfield
Town Council

February 23, 2021

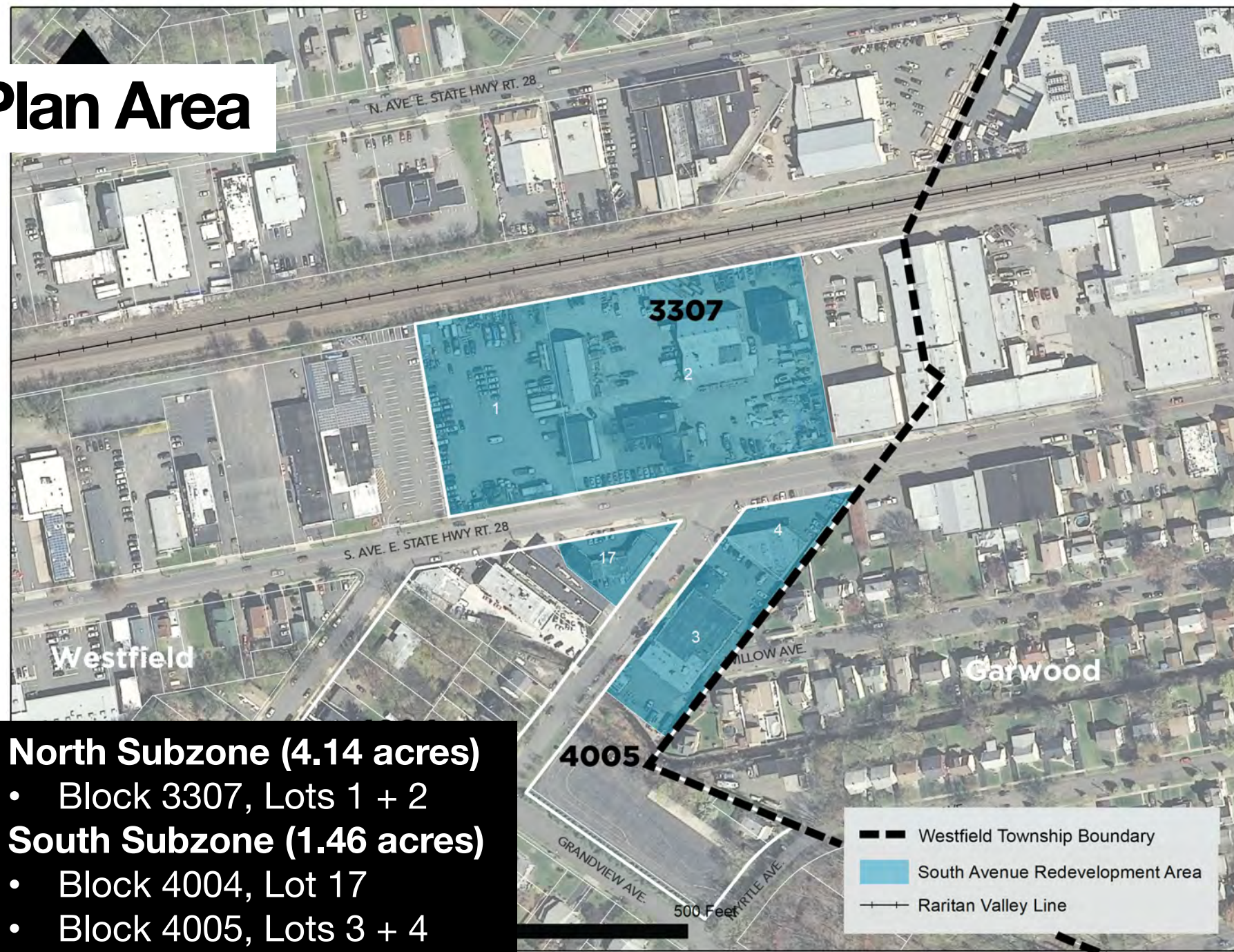
1. Background + Context



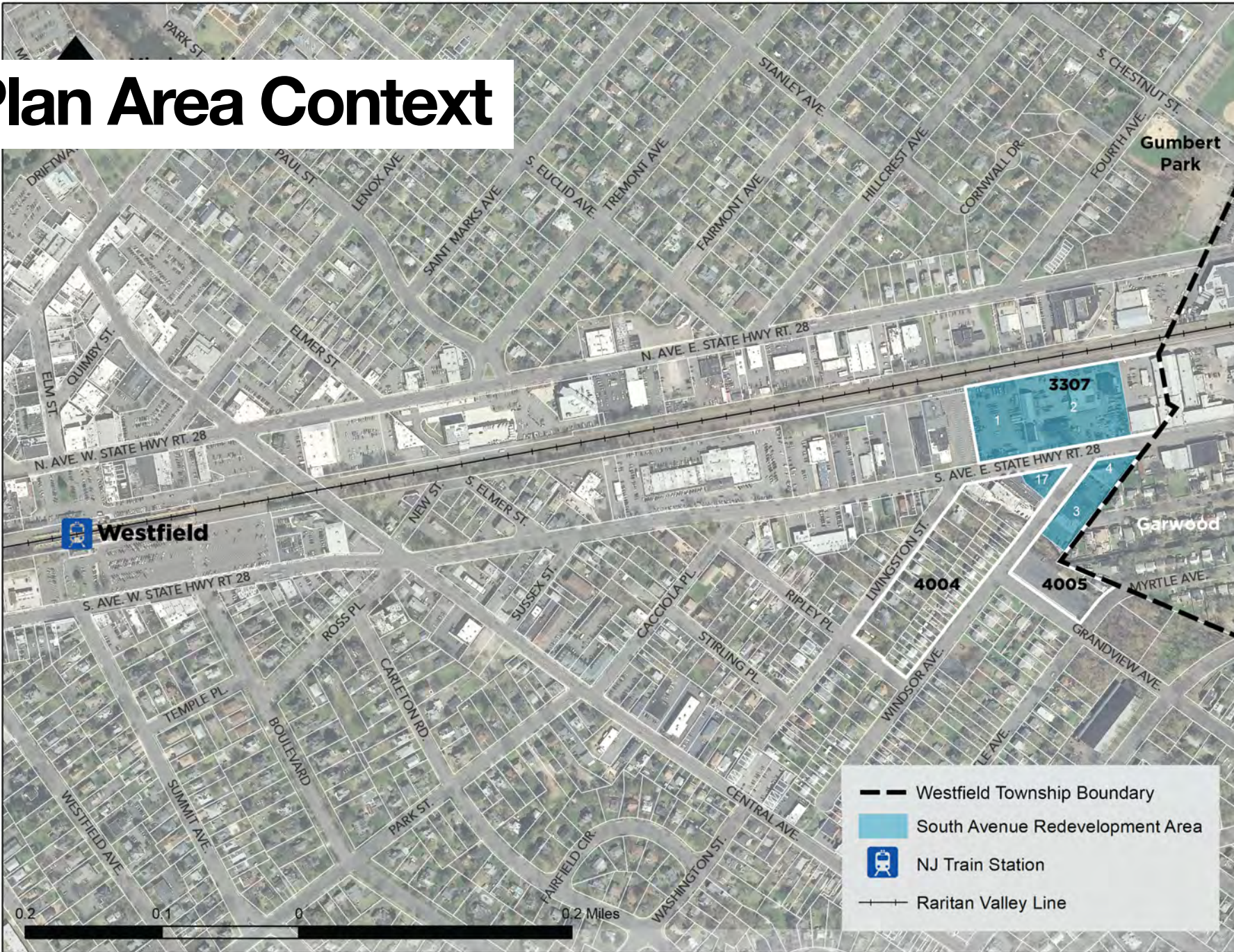
Why Redevelopment?

- Gives the Town the ability to plan and implement a specific vision for a specific area.
- Allows for specificity regarding building and site design beyond what is possible through traditional zoning.
- Can promote public benefits above and beyond what is possible through traditional zoning.

Plan Area



Plan Area Context



Site History: Affordable Housing

- Buildout of 193 units and 17,000 SF non-residential space defined by the Town's existing Fair Share Housing obligations
 - 2017 Settlement Agreement
 - 2018 Housing Element and Fair Share Housing Plan
 - 2018 SW-AHO overlay zone
- Previous projects pursued in furtherance of Fair Share Housing Obligation include:
 - 333 Central Avenue: 70 units, 9 affordable
 - Pan Am Cleaners ("The Bentley"): 30 units, 5 affordable
 - 339 West Broad Street ("The Parker"): 31 units, 5 affordable
- Redevelopment gives the Town an opportunity to optimize the zoning and design of this previously permitted buildout.

Site History

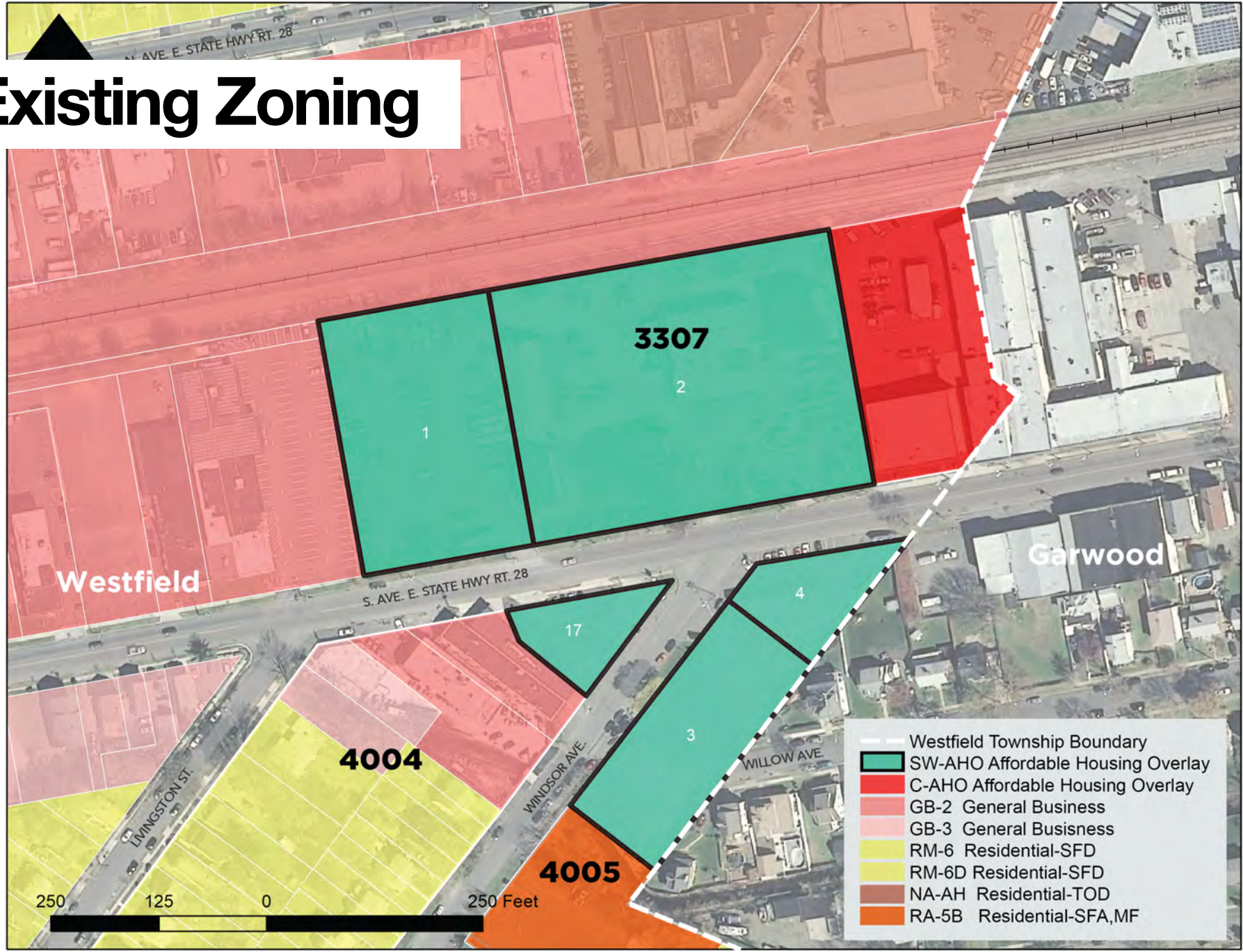
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- Summer 2017:** Settlement agreement with Elite, Town, FSHC.
 - February 2018:** Housing Element and Fair Share Plan adopted.
 - March 13, 2018:** SW-AHO overlay zone adopted.
 - February 25, 2020:** Area in Need of Redevelopment designation.
 - May 2020 – January 2021:** Developing concept, drafting Redevelopment Plan.
 - February 23, 2021:** Potential introduction of Redevelopment Plan ordinance by Town Council.

Existing Conditions



Photo Credit: Don Sammet

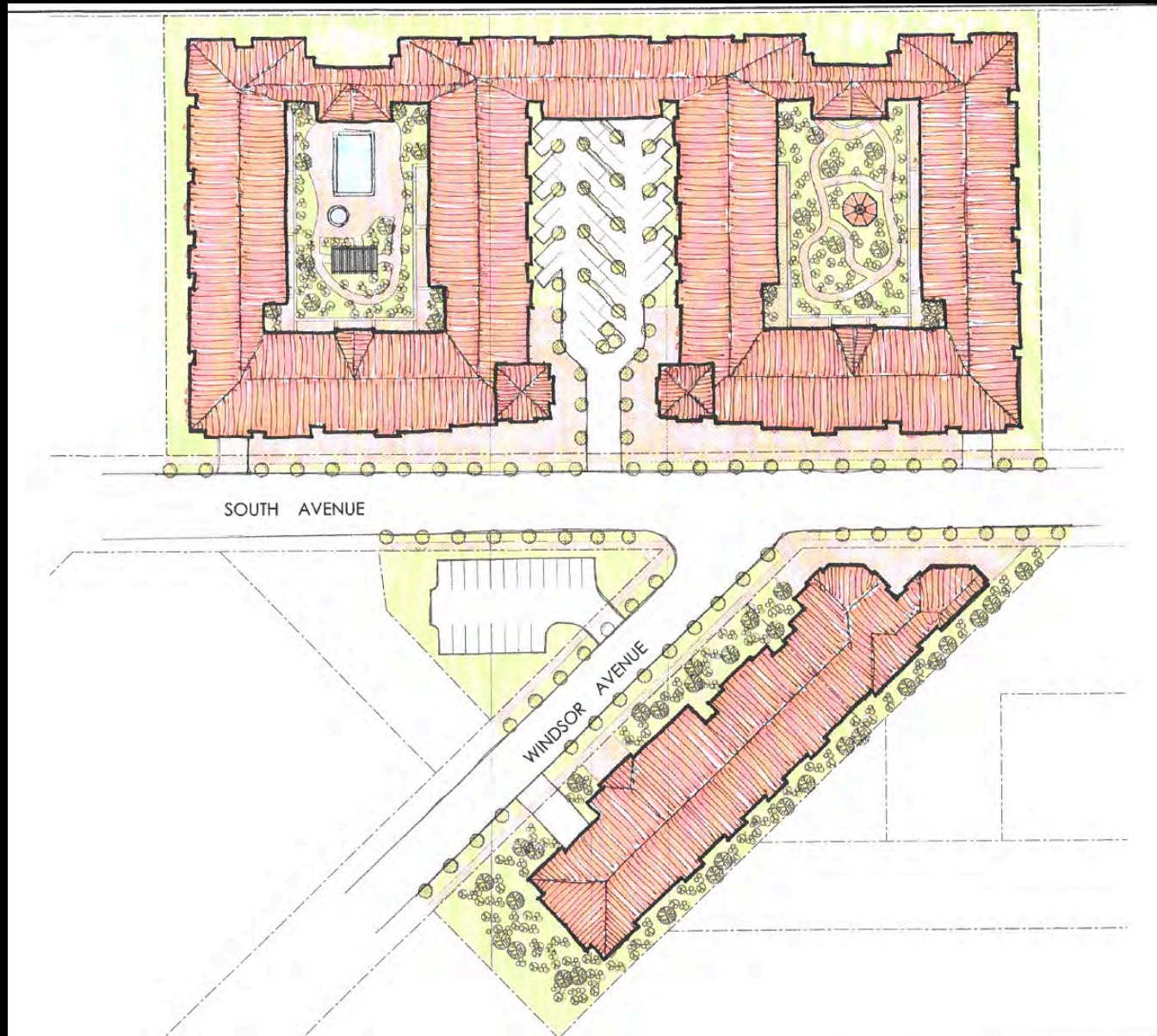
Existing Zoning



Existing Zoning: SW-AHO

- Provides the framework for the Plan
- **Density:**
 - North: 37.77 units/acre; up to 12,000 SF retail
 - South: 25 units/acre; up to 5,000 SF retail
 - 15% affordable + 3 units from Myrtle/Grove townhouse project
- **Uses:**
 - Multi-family residential, GF retail, open space, parking
- **Height:**
 - North:
 - Three stories within 100' of South Avenue, four stories more than 100' from South Avenue
 - 65' to roof ridge.
 - South:
 - Three stories
 - 40' to roof ridge

2019 Concept Plan



2019 Concept Plan



2. Plan Overview



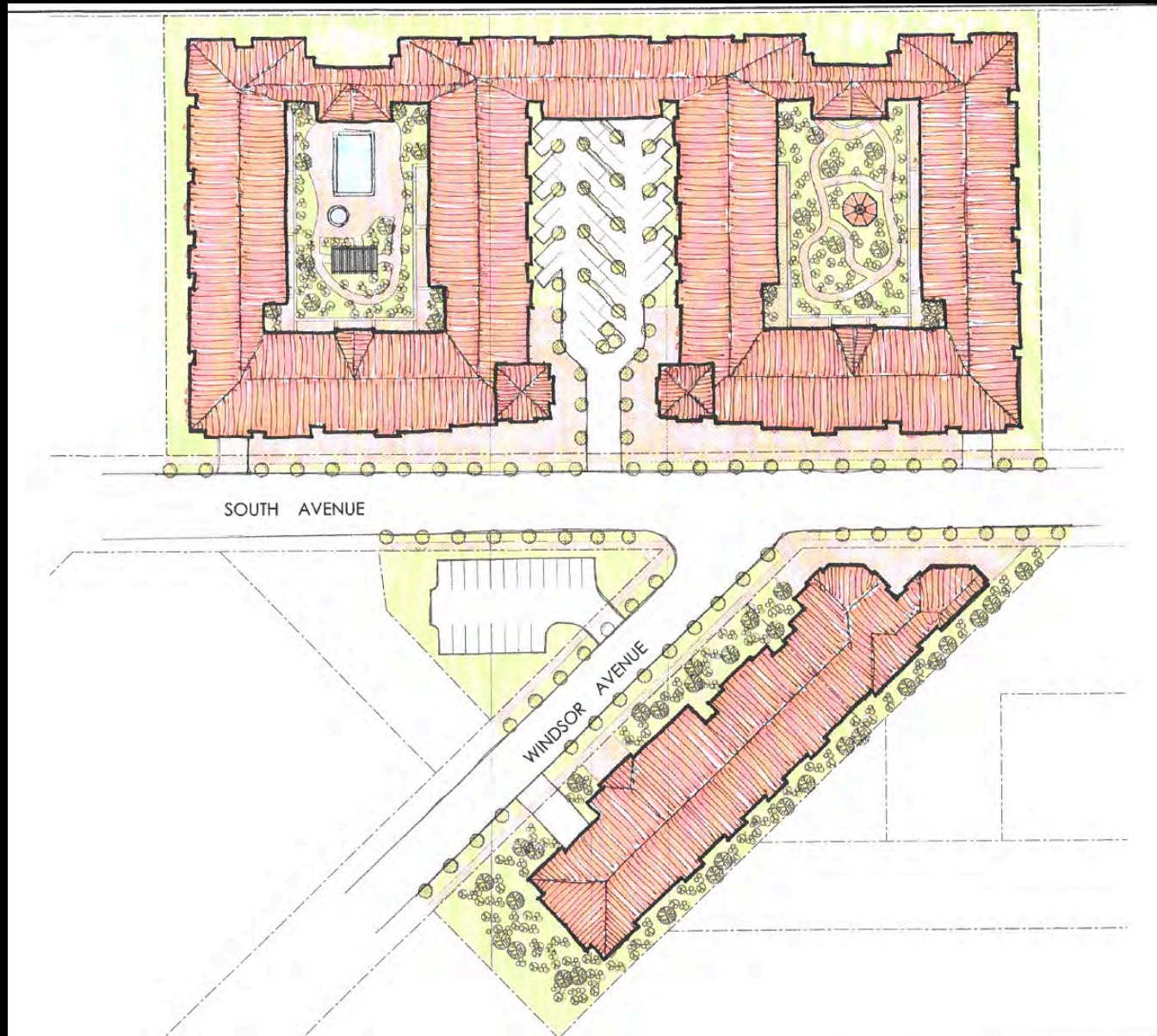
Plan Overview

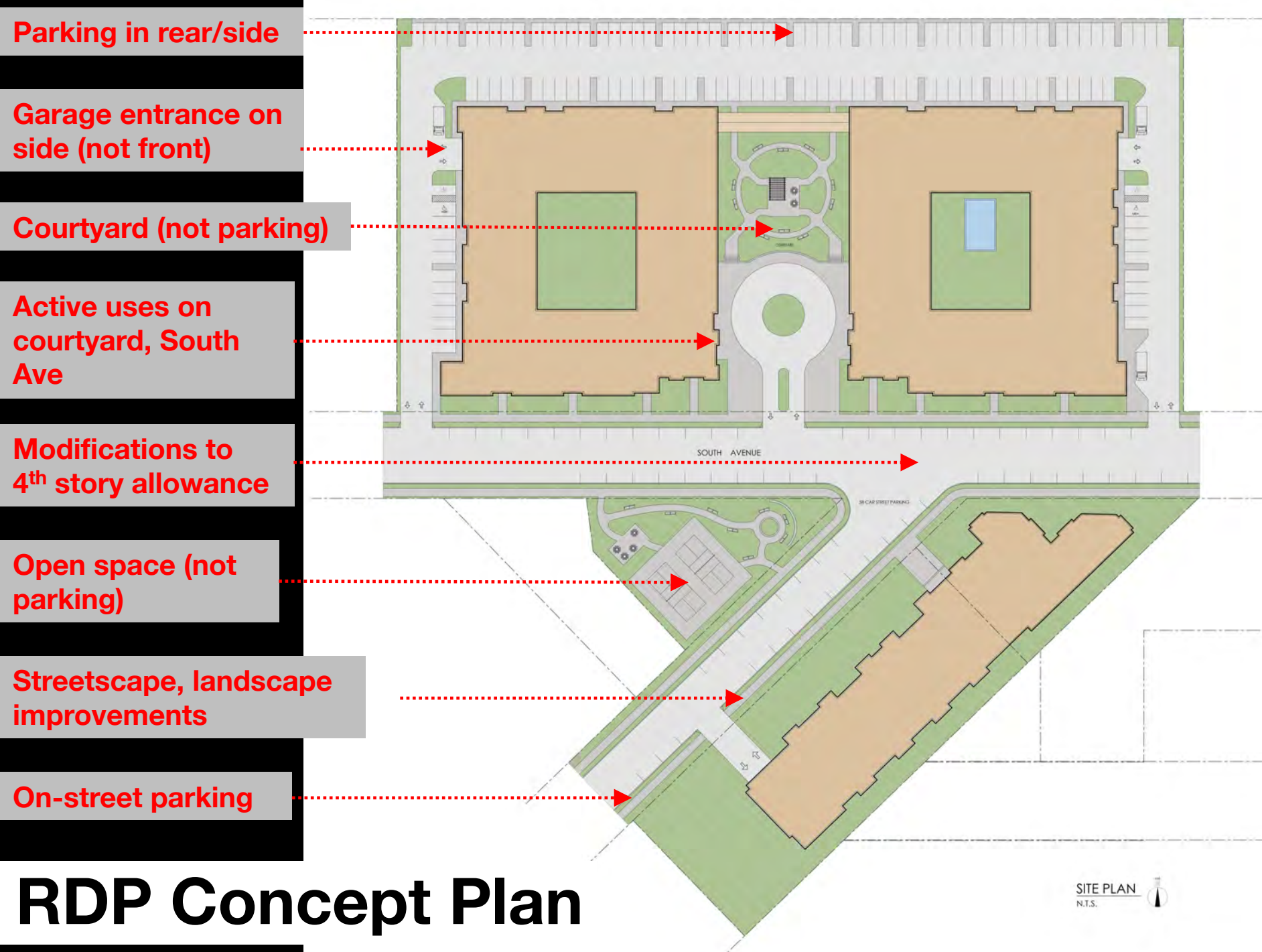
- **Land use standards are generally consistent with existing overlay zone**
 - Density and number of units are consistent
 - 193 total units
 - 15% + 3 affordable
 - Uses are generally consistent
 - 17,000 SF non-residential uses
 - Greater flexibility for non-residential uses
 - Non-residential uses consolidated in North Building
 - Setbacks generally consistent with SW-AHO, with modifications to facilitate public realm improvements
 - Height is generally consistent with modifications to fourth floor allowances

Plan Overview

- **Significant advancement in:**
 - Site design
 - Parking configuration
 - Open space
 - Streetscape improvements
 - Architecture and building design

2019 Concept Plan

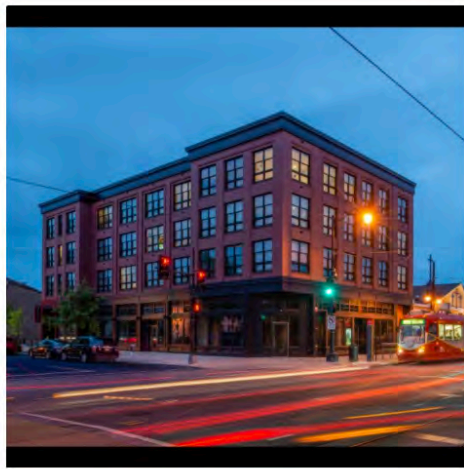




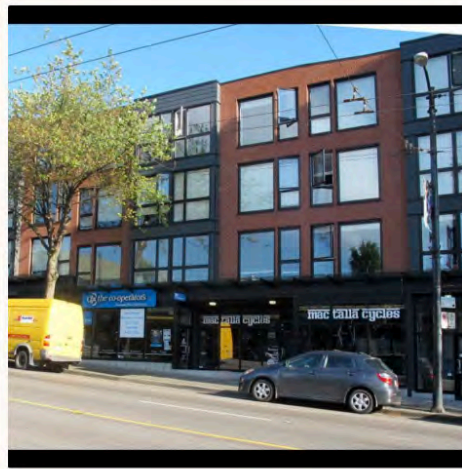
2019 Concept Plan



Which architectural style would you most like to see on South Avenue? Click on the pictures to rank them!



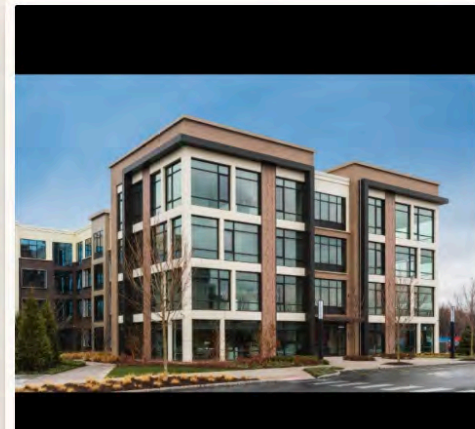
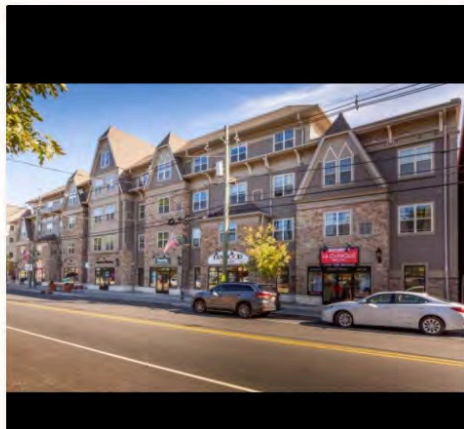
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2



3



Architectural Preference Survey



Architectural Preference Survey

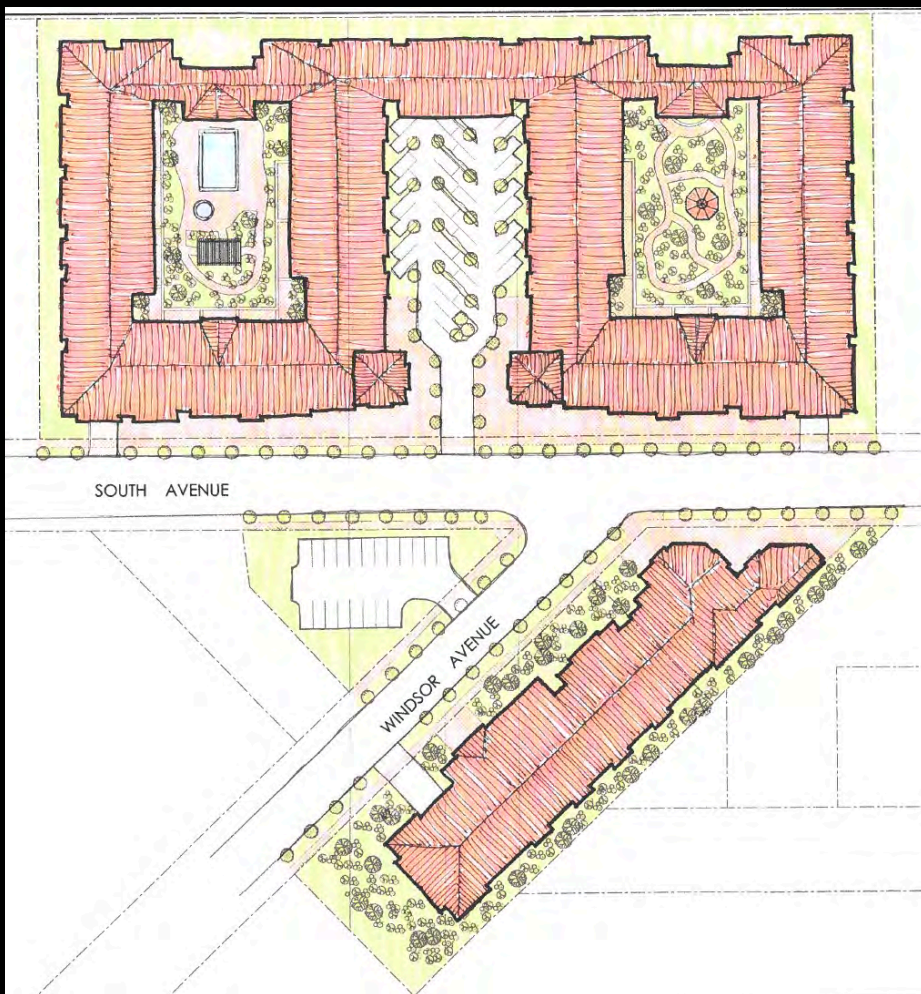


Building Design

Building Design



Before/After



Before/After



RDP vs. Overlay

- **Improved site plan with:**
 - More open space
 - Lot 17
 - Courtyard
 - Mandated streetscape improvements to create a superior pedestrian environment
 - Detailed landscape design standards
 - Concealed parking and loading areas
 - Greater municipal control of site design
- **Improved architecture with:**
 - Well defined and consistent vernacular
 - Superior materials
 - Thoughtful building articulation
 - Greater municipal control of aesthetics and floor plan in both North and South Subzones

3. Next Steps



Potential Next Steps



February 23, 2021: Potential introduction of Redevelopment Plan ordinance by Town Council.



TBD: Potential Planning Board consistency review.



TBD: Potential second reading, public hearing, and adoption of Redevelopment Plan ordinance by Town Council.



TBD: Potential consideration of Redevelopment Agreement and accompanying documents.



Questions / Comments?

